



Western Pistachio Association

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Dear U.S. Pistachio Industry Member:

With the support and active participation of our members, the Western Pistachio Association (WPA) has made considerable progress since the expansion of programs began in 2007. We have steadily increased our nutrition research, public relations, marketing and promotion programs; maintained critical government relations efforts that have served our industry so well through the years; and fostered indispensable information sharing and communications with and amongst industry members.

The goal of the WPA leadership has always been to protect the interests of our members with a view to positively impact future industry challenges, in line with our Mission Statement: **To provide programs and policies that assure the long-term viability of members and stakeholders of the U.S. pistachio industry - providing healthy, nutritious pistachios to consumers worldwide.** The WPA Board recently approved a Strategic Plan that included restructuring committees and setting long-term priorities to ensure our organization's focus is aligned with growers' needs.

A new Marketing Communications Committee was created to draw on the vast experience and diversified interests of its members. A comprehensive domestic and international marketing plan to research and further promote the healthful benefits of U.S. pistachios was developed and resulted in The Green Nut campaign launched last fall. The Green Nut has been a resounding success with consumers and health providers worldwide, and the Committee approved a budget to increase promotion of The Green Nut for the 2010-2011 crop year. Such a long-term, substantial marketing effort is costly but imperative, especially with indisputable escalating production.

Please support these critical programs by renewing your WPA membership or, if you have not yet joined, becoming a new member. In doing so, you will send a strong message that you want to be part of this uniquely diversified, yet unified industry organization. For members who would like to participate more directly in our democratic decision-making process, committee appointments are open to non Board members, and several WPA Board seats will be up for election in early 2011 – join us!

Information detailing WPA activities and programs is enclosed for your information. Feel free to call the WPA office with any questions. We hope you will agree an investment in the Western Pistachio Association is an investment in the continued prosperity of U.S. pistachio growers.

Sincerely,

Richard Matoian
Executive Director

Brian Blackwell
WPA Chairman

Enclosures